

Client: Amy Chelini
 Product:
 Campaign: Nov 6 2012 Election

Station Order

Letizia
 5460 Desert Point Drive
 Las Vegas, NV 89118
 702-777-2121

Estimate No.:
 Contract No.:
 Job No.:

Rev #: 0
 Flight From: 10/17/2012 to 11/06/2012

Buyer Name: Denise Bankert
 Sweeps: Share Jul 2012 -> HUT/PUT Nov 11

Market: LAS VEGAS
 Station: KSNV
 Station Contact: Larry Rosenberg

Actg. Order No.: 8050
 WS Order No.: 16182
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross					DMA P 55+ (R)
				Rate/ Total	Oct 15	Oct 22	Oct 29	Nov 06	
1	--WRF-- 04:30A-05:00A	EM 30	WAKE WAGNER	\$200.00 \$600.00	3				3 1.4 \$142.88
2	MTWRF-- 04:30A-05:00A	EM 30	WAKE WAGNER	\$200.00 \$2,000.00		5	5		2.0 \$100.00
3	M----- 04:30A-05:00A	EM 30	WAKE WAGNER	\$200.00 \$200.00				1	2.4 \$83.33
4	--WRF-- 05:00A-06:00A	EM 30	WAKE WAGNER	\$450.00 \$1,350.00	3				3.2 \$140.63
5	MTWRF-- 05:00A-06:00A	EM 30	WAKE WAGNER	\$450.00 \$4,050.00		4	5		3.2 \$140.63
6	M----- 05:00A-06:00A	EM 30	WAKE WAGNER	\$450.00 \$900.00				2	3.0 \$150.00
7	--WRF-- 06:00A-07:00A	EM 30	WAKE WAGNER	\$700.00 \$2,100.00	3				3.3 \$212.12
8	--RF-- 06:00A-07:00A	EM 30	WAKE WAGNER	\$700.00 \$1,400.00			2		3.1 \$225.81
9	M----- 06:00A-07:00A	EM 30	WAKE WAGNER	\$700.00 \$700.00				1	4.3 \$162.79
10	--WRF-- 07:00A-09:00A	EM 30	WAKE WAGNER TODAY SHOW	\$900.00 \$1,800.00	2				5.2 \$173.08
11	MTWRF-- 07:00A-09:00A	EM 30	WAKE WAGNER TODAY SHOW	\$900.00 \$3,600.00		1	3		4.7 \$181.49
12	M----- 07:00A-09:00A	EM 30	WAKE WAGNER TODAY SHOW	\$900.00 \$1,800.00				2	4.1 \$219.51
13	--WRF-- 12:00P-12:30P	DT 30	NOON NEWS	\$425.00 \$850.00	2				2.7 \$157.41
14	MTWRF-- 12:00P-12:30P	DT 30	NOON NEWS	\$425.00 \$2,550.00		3	3		3.0 \$141.67
15	M----- 12:00P-12:30P	DT 30	NOON NEWS	\$425.00 \$425.00				1	3.2 \$132.81
16	--WRF-- 04:00P-05:00P	EF 30	FIRST NEWS	\$725.00 \$1,450.00	2				3.3 \$219.70
17	MTWRF-- 04:00P-05:00P	EF 30	FIRST NEWS	\$725.00 \$3,625.00		2	3		3.5 \$207.14
18	M----- 04:00P-05:00P	EF 30	FIRST NEWS	\$725.00 \$725.00				1	3.2 \$226.56
19	---S- 06:30P-07:00P	PA 30	WHEEL/JEOP	\$525.00 \$1,050.00		1	1		4.1 \$128.05
20	---S- 06:00A-07:00A	EM 30	SAT EARLY NEWS	\$350.00 \$1,050.00	1	1	1		1.1 \$318.18

\$32,225.00 16 17 23 8 64

47.2 71.0
48.7 27.3

Advertiser: Amy Chelini
Campaign: Nov 6 2012 Election

Station Order
LAS VEGAS - TV

Station: KSNV

Item#	Days/ Times	DP/ Len	Program Title/ Comm/ Tag	Station Gross					DMA P 55+ (R)
				Rate/ Total	Oct 15	Oct 22	Oct 29	Nov 05	
Monthly Totals									
Month	Spots	GRP/GRIs		Station Gross Dollars		Station Gross CPP/CPM			
Oct	33	95.9		\$15,800.00		\$164.75			
Nov	31	98.3		\$16,425.00		\$167.09			
	64	194.2		\$32,225.00		\$165.94			

By: _____